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General Trade Edition

DIG & DUNG

WITH 1943 PRICES

Sales and Service Bulletin

W BLUE LABEL DAHLIAS W

Sure to Grow. Free from Disease. True to Name

WAYLAND DAHLIA GARDENS

E. R. RYNO, Prop.

Wayland, Mich., U. S. A.



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U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases
M R N

8-3591

DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.—Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

[Trade Price List]

Sales and Service Bulletin

VOL. 12

WAYLAND, MICHIGAN, U. S. A., SEASON OF 1943

NO. 1

FIELD NOTES

During 1941 we had very little rain until September 5th giving us but little more than three weeks in which to grow our crop of roots. As a result roots were considerably less than normal size and many roots not fully matured causing an unusually heavy loss from stem rot. This condition prevailed nearly everywhere in the country and as a result plantings have been much smaller this year and the stand much poorer than usual even if we do not consider the war factor. To show how great this loss has been we cite the fact that we bought 20,000 Jersey's Beauty roots from eastern growers to be used in our own planting this spring. After paying for these and carrying them through the winter we threw out more than 8,000 of the roots as lost from stem rot this spring. Many other varieties seemed to be just as badly affected and some of them, notably Hunt's Velvet Wonder, Thomas Edison, Kathleen Norris, Sagamore, Kemp's Violet Wonder, Oregon Beauty, Cavalcade, Jean Trimbee and The World were almost entirely lost and have had to be omitted from our list this year.

Furthermore, scarcity of labor has reduced plantings of nearly all growers throughout the country and this fact together with the uncertainty regarding the availability of special cartons and packing material have made it necessary for us to refuse to take on any further contracts for special packing or direct mailing; and while we have this year approximately 800,000 plants — over 50 acres — under cultivation, and weather conditions have so far been favorable to a good crop yet we are urging all our customers to be sure to get their reservation orders in as early as possible to insure complete coverage of their requirements for 1943. These reservation orders will be accepted only subject to the contingencies of war, and as we are assured that there is little likelihood of any interference with express shipments we must, therefore, insist that all reservations be made on the basis of second class

express shipment only, which is really the only safe way to ship dahlias.

We would also call attention to the fact that under federal regulations June 1st terms are absolutely out and all invoices will be made payable the 10th of the second month following date of shipment and subject to our usual discount of 3% for cash with order or in ten days from date of invoice.

We wish you could visit us this fall and take a trip through our gardens. Here you would see, not just a few plants of each of a number of varieties as you would find in most dahlia gardens but whole fields devoted to nothing but dahlias — large mass plantings of thousands of plants of each of the leading varieties — all under the very highest state of cultivation possible and offering an inspiration to almost any man who likes to see things grow and grow right. We should also like to have you go through our storage cellars. Here we have absolutely fireproof and frostproof storage built especially for dahlias and with a capacity of 3,000,000 roots each season. We believe after such a visit to our place you would be convinced that your chance of getting the best stock available is really greater when you deal with us than it would be were you to buy from some jobber whose growing connections are variable and uncertain.

It will be noted that we offer each year more and more of the newer Honor Roll dahlias. It must be remembered, however, that a large stock of any new variety cannot be built up in a year or two and even after a variety leaves our trial grounds and goes into our regular fields, it is still a matter of several years before such variety is produced in sufficient quantity to be available at a low price.

We have many new varieties which are still grown only in limited quantities — less than a thousand plants of each — and such varieties are almost always contracted for by one or

another of our customers even before the crop is harvested. For this reason we suggest that you always communicate with us before listing any of the newer varieties in your catalog to make sure that stock is still available. Most of our customers know that we are the largest producers of dahlias in the world, and many of them are apt to think that stock of all varieties is, therefore, available throughout the season; but don't forget that we have hundreds of really big customers who are drawing upon this stock and nearly every variety is taken up long before the end of the season. If you go ahead and list some particular variety without first having had us reserve it for you, it may be already sold to another customer making it necessary for us to pick over our planting stock in order to help you out with your own requirements. This very thing happened in a number of cases last season and not only did it use up most of our own planting stock of some varieties but also did it make it necessary for us to send out stock which we would rather have held for our own added plantings. We send this bulletin out early especially to enable customers to get their reservations in in ample time to insure both quantity and quality necessary to meet their requirements for the coming season. We urge you to look over our list now and if you are not able to visit us and make your selection from the blooming plants you can at least be certain that your coverage is complete and fully adequate for your needs by placing your reservation order NOW.

FOR
1943 PRICES
SEE
Pages 6 and 7

DIG & DUNG

PUBLISHED BY

WAYLAND DAHLIA GARDENS

E. R. RYNO, PROP.

WAYLAND, MICHIGAN

SEASON OF 1943

Administrative help seems to be most difficult to obtain at the present time. This means that many of us are apt to experience a bottleneck in connection with our office operations; and delays in connection with the rendering of invoices, answering of correspondence, etc., will have to be overlooked to a limited extent. We all want to win this war and our one prayer should be that God give the Administration the guts to carry it through without mercy to our gangster enemies.

Every year we have many requests for prices on undivided clumps of dahlias. To these inquiries we wish to state that we do not sell or offer for sale undivided clumps at any time. We have ample storage space for our entire crop, and all clumps are cut to one-eye divisions ready for planting when offered for sale.

We have been growing dahlias for a great many years and we admit that in many points we have strayed from the beaten paths as regards our method of handling our stock. Most growers wait until spring before dividing their clumps but this would be impossible with us both because of the very large number of clumps we have to divide and because of the fact that we usually start shipping in December. It is, therefore, necessary that we start dividing our clumps just as soon as we are done digging. When the divisions are made each root is trimmed, all fresh cuts are treated with hydrated lime to prevent mold and rot and all roots are stamped with varietal number before being placed in our stock room where they remain until time for shipment. As we keep this room dark, cool and at a very high humidity point — just below the point of drip — we are thus able to carry our stock through in perfect condition without having roots rot or shrivel before spring.

Once in a while a customer will ask us to send him roots which have not been trimmed, treated or stamped. When order is given early we can prepare roots in this manner but we really believe it is to the interest of our customers that we process roots in our regular manner because by trimming off unnecessary parts of the root we save on storage space, by treating each root we insure against all danger from decay and by stamping varietal number on all roots we avoid all possibility of varieties becoming mixed in handling.

With so many years of experience and with such extensive plantings to back up our methods we believe all our customers can feel assured that stock is handled absolutely right at our point, especially when it is considered that all this extra work on our part costs money which we certainly would not spend if we did not think it necessary.

Almost invariably the first question asked by those who visit our gardens is, "What kind of fertilizer do you use?" On our main fields our first season a heavy crop of alfalfa was plowed under. The following season this ground was turned back and an application of 2-12-6 made at planting time. The following year this ground was turned over and 3-12-12 used at planting time. The next year an application of equal parts of bone meal and pulverized sheep manure was made and next, in the absence of a green cover crop forty-five yards (about twenty-two and one-half tons) of rotted manure per acre were applied. This same program has been followed by us for a number of years and except when weather conditions are very much against us, as they were last fall, we honestly believe that we produce as fine a product as can be grown anywhere on earth.

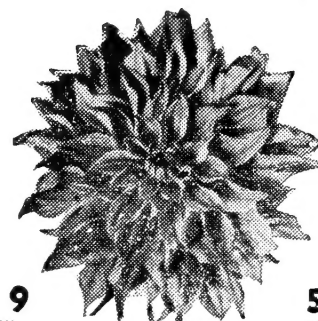
After planting both hand and power cultivation is maintained constantly until blooming time and everything that can possibly be done to improve our product is done regardless of expense. We cordially invite our customers to visit our fields with confidence that they will agree that we are just as careful and thorough in our growing methods as they themselves would be were they growing the same crop.

The Best Bi-color



WM. H. HOGAN

This is a huge red tipped white decorative Honor Roll dahlia that always attracts attention wherever shown. Stock is somewhat limited and at our price, 5c, will go quick. Don't delay your order for this variety.



9
Different
Collections

54
Different
Varieties

BLUE LABEL

Dahlias

NOW ONLY **50¢** PER BOX

Six fine Dahlias in each box

While our new line of boxed dahlia collections is intended primarily for counter trade, we see no reason why these boxes would not appeal to the mail order customer.

Each collection comprises six fine dahlias in a perfectly balanced range of colors and weigh approximately one pound each. If offered in a mail order catalog at the regular retail price we think you would be justified in asking that the customer add the mailing charges if ordered separately but if ordered with other goods the extra postage would then be such a small amount that you could afford to offer them postpaid at the regular price and still make a good profit.

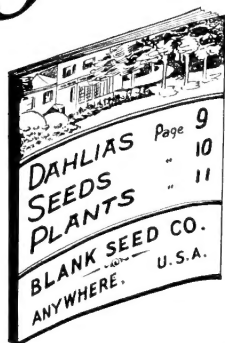
We can supply a mat of the above cut for use in local newspaper advertising or in your catalog or broadside, and detailed list of varieties included in each of the nine collections will be ready after digging time in October when allotments of stock for this purpose will be made and full details will be presented in the Retail Store Edition of our Bulletin January first.

BLUE LABEL

Dahlias

If you want one of the above electros for your letterhead ask for it in your order.

Your



new Catalog

Most of our customers are expert catalog men, and while it is not our intention to presume to tell these men how to present their goods, yet when we have before us dozens of catalogs in which dahlias are presented in almost as many different ways, and at the same time have the orders which show the number of roots each catalog has sold, we feel that we are in a position to form a more or less sound opinion regarding the relative merits of the different methods of presentation. Pictures, not necessarily in natural colors always, but good representative illustrations suggesting the size and form of bloom always attract attention. Descriptions which elaborate even briefly on the merits of a variety will always outsell the conventional description of type and color alone. Price does not seem to make so much difference but it would seem that where one dahlia is priced at 20c, another one at 39c and another one at 50c there should be some comment made which would show that there is really a difference in value to correspond with the difference in price.

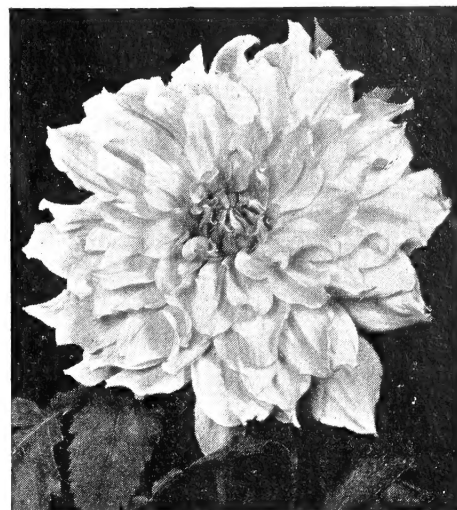
Probably the most popular and the most profitable method of offering dahlias is in the form of unit collections of four, five or six roots to sell at \$1. Where two or more collections are offered the use of a gift tuber — one of the newer varieties costing 10c, 12c or 15c or more — to be included free where two collections are ordered usually brings an order for \$2, instead of \$1 and the cost of the gift tuber is really saved in the cost of packing and mailing two collections instead of one. Where this method is followed the gift tuber is usually quite strongly featured with the point that it would ordinarily cost \$1 or \$2 if ordered alone and, if possible, an illustration of the gift variety should be shown even if one of the other illustrations has to be omitted.

One of the great advantages in offering dahlias in the form of ready-

made collections, especially where you are contracting for your supply, is in the fact that the same quantities are used of each variety and, therefore, the total number of collections represents the total number of each variety required. For instance, if you estimate a sale of 100, 1,000 or 5,000 collections your contract will call for that number of roots of each variety and your orders will leave your stock perfectly balanced, whereas if you follow the individual listing one variety might outsell another to such an extent that you would have a lot of roots of one kind left over and perhaps run short on another.

Some customers hesitate about using a full page or more of space for dahlias when they think nothing of allowing a page for cherries, plums or pears, yet we would venture to say that a well written page devoted to dahlias will bring more real money than the same space devoted to any one of the items mentioned if the catalog is appealing purely to the home gardener. Of course, where the catalog appeals to the commercial grower larger returns would naturally be expected from commercial items.

An Excellent Pink



CLARA CARDER

This is a large cyclamen pink Honor Roll decorative that we can highly recommend to our customers, but at 12c they won't last long. Order now.

DAHLIAS IN THE 1942 CATALOGS

Dealer	Space Devoted	Color Illust.	B. & W. Illust.	No. Varieties Listed*
Ackerman	¼ page	..	1	6
Alneer	½ page	..	1	23
Archias	½ page	3	1	10
Benton County Nurs.	⅓ page	..	2	14
Buist	1 ⅓ pages	..	2	47
Bunting	⅓ page	..	1	10
Burgess	1 ⅓ pages	1	2	43
Burpee	2 pages	..	3	53
Colorado Seed Co.	2 pages	..	5	53
Condon	3 pages	5	5	34
De Giorgi	¾ page	..	1	35
Farmer	⅔ page	..	1	36
Field	½ page	..	4	28
Garden Store	½ page	2	3	15
Inter-State Nurs.	2 pages	5	..	20
Kellogg	3 pages	..	5	18
Krider	½ page	1	..	11
Kunderd (catalog)	1 page	..	2	25
Kunderd (broadside)	½ page	..	1	11
Magnolia	⅔ page	1	..	11
Maule	½ page	..	1	33
May	⅔ page	5	..	13
Mitchell	5 pages	..	4	176
Montgomery Ward	½ page	21	..	20
Naughton	⅓ page	..	1	22
Olds	⅔ page	..	2	16
Park	2 pages	..	6	80
Russell-Heckle	½ page	..	2	22
Salzer	1 page	1	1	35
Satex	⅔ page	..	1	40
Scott	⅓ page	..	1	22
Sears, Roebuck	½ page	7	..	17
Sherk	⅓ page	..	1	6
Shumway	2 pages	..	7	32
Simpson	3 pages	..	3	50
Sonderegger	1 page	..	2	35
Tait	⅔ page	..	1	24
Templin-Bradley	⅔ page	2	1	22
Vaughan	3 pages	1	3	124
Whitten	1 page	1	2	14
Will	½ page	..	1	6

*Mixed and unnamed dahlias are not included in this listing.

Care and Handling of Dahlia Roots

This is a question about which nearly all dahlia growers seem to have little to say; yet it is just as important as any element that enters into the production of good dahlia roots. After roots are harvested in the fall they are placed in storage where they remain for weeks or perhaps months. If the storage conditions are right the roots are apparently in just as good condition at time of shipment as they were at harvest time. The roots are plump and firm, eyes are dormant, necks are sound and there is no sign of deterioration in any way.

During the period of storage the roots have been kept cool, damp, dark and away from moving air currents. Considering these facts, it almost seems that the roots could be stored indefinitely without loss, yet in actual experience the deterioration that takes place after the roots leave this storage leads us to believe that in some way the conditions prevailing during storage have been radically changed during the period between shipment and actual planting. In some cases the roots remain in tight warm shipping packages for weeks either through slow freight transit or after being received, causing them to mold and rot. In other cases the roots are stored in too warm a room or where light or moving air can reach them resulting in drying out and shriveling. In other cases the roots are exposed to cold air resulting in chilling, and often planting is done in wet soggy ground resulting in rot of both root and sprout. These conditions are absolutely beyond our control yet we feel that it is to our interest to have the root reach the ground in the best possible condition.

In the first place nearly every locality has its normal planting time. If the dealer's supply of roots are ordered shipped very much before the normal planting time it is to his interest to have storage facilities which will duplicate, so far as possible, those under which the roots have been held since harvest time. I know there are always a few customers who will buy their garden bulbs several weeks before time to plant but these few people nearly always take their stuff home, let it kick around in the warm rooms for two or three weeks, then the first warm day that comes they put it into the ground. Usually

the results are unsatisfactory and both the dealer and grower are blamed. It seems that it would be much better for the dealer to impress these facts upon the customer before he buys than to have to make excuses and replacements later.

Then in other cases we know of dealers who ordered their supply of boxed dahlias early and placed the entire shipment in their windows where we have seen the light so bright that the labels were actually faded out before the goods were all sold. Under such conditions there is bound to be a deterioration of the stock just as there would be if you placed rose bushes on the open counter exposed to air and light and heat for days or weeks before they passed into the customer's hands.

Our best advice to all customers, especially those who sell dahlias over the counter, is to display only a small part of the stock, keeping the rest of it under proper storage conditions; and to put your heaviest selling effort back of the item right at planting time. We have hundreds of retail stores handling our dahlias and invariably the best results are obtained, and the greatest profits made, by those who push the sale of their dahlias during one or two weeks at the right planting time instead of catering to the few customers who always buy way ahead or way behind in the season. The stock is ordered or is brought in from storage just before wanted, is in perfect condition when it reaches the counter and also when it reaches the customer. This means that it is ready to start action just the minute it is placed in the ground and under such conditions is bound to be satisfactory.

Our record of direct shipments for some of our largest customers, made under a guarantee providing replacements of all roots that fail to sprout show less than 1% failures. Here we used our judgment and shipped the goods at proper planting time and we have every reason to believe that they reached the ground within very few days or a couple of weeks at most after they left our cellars. There is absolutely no reason why these same results cannot be obtained when goods are shipped direct from your own place or sold over the counter.

Get Your Reservation Order In Now

Stock to Be Shipped When Needed

Wayland Dahlia Gardens

E. R. Ryno, Prop.

WAYLAND

MICHIGAN

PLEASE NOTE THESE POINTS

QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large in size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light, strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type of package required and to ship direct to customers under your own label if so desired.

INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality or not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith, and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

CREDITS

If total order amounts to less than \$25.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$25.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up—labor, paper, boxes and packing material, fuel, taxes, etc.,—it will be noted that we have advanced our prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.

NET GROWER'S PRICES FOR 1943

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 3¢ per root to cover additional cost of labelling and packing.

10% extra count is given in all cases — that is, 11 for 10, 110 for 100, etc., — except where roots are packed in special boxes or cartons ready for reshipment — to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15 lbs. per hundred.

All our stock is absolutely dependable, field grown from roots—not plants—planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

If roots are to be wrapped and labelled individually for resale, add \$1 per hundred to prices given. Where order is of sufficient size to warrant—one hundred or more roots of a kind, and not less than ten kinds—we will, if desired, use a special label, similar to our regular blue label, but bearing your own name or trademark, and printed on stock of your own choice of color (unless such color is already reserved for another customer) with our regular white semi-parchment wrapper, at same rate. This will enable you to offer stock under your own exclusive label.

(A) Art or Peony-flowered

(B) Ball or Show

(C) Cactus

(D) Decorative

At 2¢ Each — MIXED DAHLIAS

Each season our last sorting of planting stock is thrown into one lot and planted as MIXED. These are all large double-flowering varieties—no seedlings, singles or pompoms included—and we believe the assortment is much better than could possibly be made up from surplus lots such as are usually used in mixtures.

Where desired we can pack 5 of these roots in a two section corrugated box, size 5 x 6 x 2½ inches, shipping weight 1 lb. at 14¢ per box (24 boxes per case), or 10 roots in box 6 x 6 x 2½ inches, shipping weight 1½ lbs. at 25¢ per box (20 boxes per case). Order in full case lots only.

At 2½¢ Each — MIXED UNDER COLOR

Separate colors, red, pink, white, yellow, lavender, purple, bronze or variegated, as desired.

At 3¢ Each

Aurore (A) Orange salmon
Queen Wilhelmina (A) White
American Beauty (B) American Beauty red
Bonnie Blue (B) Bluish
Dee-Lighted (B) White
Dreer's White (B) White
Floral Park Jewel (B) Red tipped white
Lucy Fawcett (B) Yellow tinged rose
Purple Ball (B) Purple
Red Chief (B) Bright red
Storm King (B) White
Stradella (B) Rose purple
Tillamook (B) Light pink
Vivian (B) White tipped purple
Bride's Bouquet (C) White
Emily Russell (C) American Beauty shade
Kreimhilde (C) Cream and pink
Lawine (C) White faintly tinged lavender
Libelle (C) Royal purple
Melody (C) Yellow, often tipped white
Perle de Lyon (C) White
War Dance (C) Yellow and red
Zephyr (C) Pink
Aida (D) Maroon
Countess of Pembroke (D) Lavender
Darlène (D) Shell pink. The pink Jean Kerr
Doazon (or Big Gus) (D) Giant orange scarlet
Flamingo (D) Pink
Flora (D) White
Mrs. J. Harrison Dick (D) Yellow and pink
Purity (D) White
Queen Mary (D) Rose pink
Yellow Colosse (D) An excellent yellow

At 3½¢ Each

Camille Franchon (A) Red, lighter tip
Cleopatra (A) Dull gold
Diana (A) Scarlet. This is the true Marean Diana
Geisha (A) Yellow and red
Perfect Beauty (A) Red and white
Polar Star (A) White
Rosalia Styles (A) Rose pink
Sweetheart's Bouquet (A) Salmon rose and fawn
White Cap (A) Large white
A. D. Livoni (B) Pink
Clara Seaton (B) Yellow brown
Grand Duchess Marie (B) Bronze
Mary Bowman (B) Yellow
Mrs. C. D. Anderson (B) Crimson mauve
Maude Adams (B) Popular white flushed pink
Yellow Duke (B) Yellow. Out for this year
Bertha Horne (C) Popular bronzy yellow
Betty Austin (C) Pink rose, yellow base and tips
Celia (C) Lavender pink
Etenard de Lyon (C) Purple lavender
J. H. Jackson (C) Maroon
Rene Cayeux (C) Brilliant red
Thos. Oberlin (C) Orange red
Agnes Haviland (D) Rose pink and yellow
Canary Cup (D) Deep yellow
Charm (D) Best burnt orange
Delice (D) Popular pink
D. M. Moore (D) Maroon, almost black
Dr. Tevis (D) Salmon rose
Dorothy Sager (D) Salmon and orange. Excellent cutter
J. D. Long (D) Salmon pink and bronze
Jean Kerr (D) White
Mina Burgle (D) Popular red
Mrs. Carl Salbach (D) Lavender pink
Mrs. J. Gardner Cassatt (D) Dark pink
Rose Glory (D) Rose lavender
Sanichan's Bluebird (D) Bluish
Sequoia Gigantea (D) Yellow tinged red
Venus (D) Popular white suffused lavender

At 4¢ Each

Mary Helen (B) Yellow
Gay Paree (C) Golden bronze suffused red
George Walters (C) Salmon pink and yellow
Marguerite Bouchon (C) Pink with white center
Minamoto (C) Large dazzling scarlet
Mrs. Edna Spencer (C) White overlaid lavender
Mrs. Warnaar (C) White flushed pink
Pierrot (C) Orange tipped white
Rheinischer Frohsinn (C) Pink and carmine rose
Scaramouche (C) Large Indian red

Sunset Glow (C) Scarlet tipped yellow
 Washington City (C) White
 Avalon (D) Large yellow
 Bashful Giant (or Apricot Giant) (D) Apricot and amber
 Catherine Wilcox (D) Pinkish white tipped red
 Coquette (D) Dark red and gold
 C. P. R. (D) Cream overlaid purple
 Edward T. Bedford (D) Purple tinged silver
 Elizabeth Slocombe (D) Red purple
 Ellinor Vanderveer (D) Glowing rose pink
 Francis Larocco, Improved (D) Canary yellow
 Harry Mayer (or Blue Moon) (D) Pale Roselyn purple
 Iowa (D) Maize tipped pink
 Judge Alton B. Parker (D) Yellow buff
 Le Toreador (D) Brilliant red
 Margaret Woodrow Wilson (D) Creamy white suffused pink
 Mrs. I. de Ver Warner (D) Orchid lavender
 Penn Charter (D) Buff tinted apricot
 Pride of California (D) Red
 Pride of Stratford (D) Best large red orange
 Purple Manitou (D) Purple
 Rosa Nell (D) Deep rose pink
 Rosemawr (D) Rose pink
 Sagamore (D) Apricot buff. Out for this year
 White King (D) White

At 5¢ Each

Cigarette (C) White edged orange
 Countess of Lonsdale (C) Popular salmon pink
 Gladys Sherwood (C) Large white
 Golden West (C) Golden yellow
 Red Cross (C) Salmon orange
 Barbara Redfern (D) Large gold and rose
 Jane Cowl (D) Bronzy buff and salmon
 Jersey's Beacon (D) Scarlet and buff
 Jersey's Beauty (D) Most popular pink
 Judge Marean (D) Popular orange and red
 Laura Morris (D) Best giant deep yellow
 Monmouth Champion (D) Flame red
 Oyster Bay Beauty (D) Large oxblood red
 Robert Treat (D) American Beauty red
 Rose Fallon (D) Giant old gold
 The Commodore (D) Large canary yellow
 Wm. H. Hogan (D) Best large red and white bi-color
 Zion's Delight (D) Large deep red

At 6¢ Each

Elite Glory (D) Large red
 Gertrude Brinton (D) Red
 Hillcrest Mandarin (D) Red and yellow
 Jersey's Mammoth (D) Giant mahogany and gold
 Kemp's White Wonder (D) Large white
 Kentucky (D) Salmon sport of Jersey's Beauty
 Nanaquaket (D) Large pink
 Starlight (D) Large golden yellow
 Texas (D) Pink sport of Laura Morris
 Violet Judge Marean (D) Violet sport of Judge Marean
 W. H. T. (D) Old rose

At 8¢ Each

Angela Mia (D) White
 Cavalcade (D) Mulberry pink. Out for this year
 Fred Springer (THE GREAT KILLY-LIEU or BEDDING DAHLIA) (D) Brilliant red

NOTE: We suggest that this variety be offered in lots of 7 roots (for 3 ft. bed) or 19 roots (for 6 ft. bed), as roots planted 1½ feet apart will develop into a solid mass of foliage literally covered with brilliant red flowers from mid-August until frost.

Hunt's Velvet Wonder (D) Large purple. Out for this year
 Josephine G. (D) Pink
 Kathleen Norris (D) Large pink. Out for this year
 Marshall's Pink (D) Light pink
 Pan (D) Vivid scarlet
 Pres. Franklin D. Roosevelt (D) Bright red with lighter reverse

At 10¢ Each

Jean Trimbee (C) Petunia violet. Out for this year
 Jersey's Dainty (C) White flushed pink. Out for this year
 Satan (C) Large red
 California Idol (D) Light yellow
 City of Cleveland (D) Orange suffused red
 Forest Fire (D) Yellow and red. Out for this year
 Mrs. Geo. Le Boutillier (D) Red
 Omar Khayyam (D) Red and orange
 Oriental Glory (D) Cadmium orange
 Prince of Persia (D) Red
 Ruth Vaughan (D) Large La France pink
 Thomas Edison (D) Royal purple. Out for this year

At 12¢ Each

Darktown (C) Maroon
 Jersey's Melody (C) Pink
 Miss Belgium (C) Coral
 Miss Ionia (C) Pink
 Son of Satan (C) Large red
 Champoeg (D) Cream tipped salmon pink
 Clara Carder (D) Large cyclamen pink
 Dwight W. Morrow (D) Velvety dark red
 Monmouth Queen (D) Light yellow

At 15¢ Each

Edna Ferber (C) Coral and gold
 Autumn Sunset (D) Yellow tinged red
 Azura (D) Rosy lilac
 Delwood's Glorious (D) Deep pink
 Geo. A. Relyea (D) Orange tipped white. Out for this year
 Girl of Hillcrest (D) Huge cadmium orange
 Groll's Genesee (D) Orange
 Jersey's Sovereign (D) Salmon orange
 Miss Oakland (D) Early white
 New Glory (D) Oxblood red tipped white
 Pride of Austinburg (D) Grenadine pink suffused yellow
 Pride of Springhill (D) Rose red
 Queen City (D) Watermelon pink
 Sharazad (D) Pink
 Tower's Empire (D) Golden
 Twilight (D) Pinkish lavender
 Washington Giant (D) Lavender and silver. Out for this year
 Wenoka (D) Rosy mauve

At 20¢ Each

Blue River (D) Deep lavender
 Buckeye Bride (D) Geranium pink
 Daddy Kemp (D) Large reddish purple
 Fireball (D) Scarlet
 Freckles (D) Yellow splashed red
 Margrace (D) Bright red tipped gold
 Michigan White (D) White
 Monarch of the East (D) Large orange bronze
 The Fireman (D) Dazzling red
 Wm. G. Wyllie (D) Large yellow, buff and pink

At 25¢ Each

Burch Foraker (D) Mammoth flame red
 Carl G. Dahl (D) Apricot and buff
 Col. Lewis (D) Deep pink
 D'Arcy Sainsbury (D) White
 Dream Beauty (D) Cerise striped white. Out for this year
 Jimmy Fox (D) Henna
 Lord of Autumn (D) Huge yellow
 Mad River Chief (D) Dark velvety red
 Oakleigh Monarch (D) Cerise red
 Robert Ripley (D) Lavender purple
 White Abundance (D) White
 Zant's Pink (D) Deep pink

POMPONS

Our stock of Pompons last year was sold so short that our planting of this type was very limited this year; and owing to the fact that it is almost impossible to obtain absolutely clean stock from any source, we are listing only such varieties this year as appear to be in sufficient supply to make it worthwhile to offer them. No reservation orders can be accepted on this type, and orders will be accepted and filled in rotation as received only so long as stock lasts. When our own stock is exhausted no further orders can be taken.

At 4¢ Each

Amber Queen (P) Apricot and amber
Challenge (P) Variegated red and white
Fairy (Min.) Tiny Jersey's Beauty pink
Ganymede (P) Fawn pink
Golden Queen (P) Deep yellow
Sunbeam (P) Red with yellow base
Yellow Gem (P) Light yellow

At 5¢ Each

Ariel (P) Buff
Catherine (P) Deep yellow

Coral Beauty (P) Coral pink
Dee Dee (P) Lavender
Dr. Jim (P) Purple shaded white
Edith Mueller (P) Gold edged orange
Fashion (P) Bronze
Gertrude (P) Crimson
Johnny Peppin (P) Dark crimson
Lemon Drop (P) Yellow
Little Beauty (P) Pink
Mary Munns (P) Lavender
Nellie Frazer (P) Blush edged rose
Orchid Lady (Min.) Lavender
Rosa Wilmouth (P) Rosy pink
Snowclad (P) White
Vivid (P) Red

At 6¢ Each

Belle of Springfield (P) Small red
Betty Ann (P) Small pink
Bishop of Llandaff (Min.) Red. Dark foliage
Blue Eyes (P) Bluish
Charma (P) Red flecked white
Darkest of All (P) Deep maroon
Joe Fette (P) White
Pure Love (P) Deep lavender
Teddy Johnson (Min.) Tyrian rose and white

Wrapped Dahlias

FOR COUNTER TRADE

In addition to the full collections as presented in our regular boxes, you will find there is a good demand for single roots if offered at popular prices. To meet this demand we can supply two assortments of wrapped dahlias as follows:

ASSORTMENT NO. 1

Made up from popular garden and cut flower varieties—all good large double-flowering dahlias which should sell readily at 10¢ each or 12 for \$1.

**250 Roots, not less than ten good varieties, each root
wrapped and labelled (Order full Assortment No. 1) \$9.00**
125 Roots (Order half Assortment No. 1) . . . 4.75

ASSORTMENT NO. 2

Made up from popular garden and exhibition varieties which should sell readily over your counter at 25¢ each or 6 for \$1.00.

**250 Roots, not less than ten good varieties, each root
wrapped and labelled (Order full Assortment No. 2) \$13.75**
125 Roots (Order half Assortment No. 2) . . . 7.25
Both full assortments, 500 roots in all . . . 22.00
Both half assortments, 250 roots in all . . . 11.50

All stock in above assortments is strictly high class and to enable you to guarantee same to your customers, we give 10% extra count to take care of any replacement claims. Colored window posters and a liberal supply of cultural leaflets are included with each assortment.

To insure complete coverage for your requirements for 1943

Send Reservation Order Now!

Wayland Dahlia Gardens, Wayland, Michigan

Some Facts About Dahlia Stock

For years we have been advocating Michigan sand-grown dahlia roots or tubers, because we believe sand-grown roots to be much superior to those grown on clay or heavier soil. We have plenty of clay soil available and it is certain that we would grow our plants on such soil if we did not believe the sand-grown stock to be better. We can produce a larger root on clay and probably a heavier clump, but actual experience has shown us that the larger roots such as are grown on heavy soil do not keep as well and do not produce as good plants when planted on either sand or clay, as do the sand-grown roots.

To back up our claims we quote from several well-known authorities:

From Waite's "Modern Dahlia Culture" (A. T. De La Mare Co., publishers, New York, price, \$1.50).

"Before planting a root, always cut off about one-third of it. This will usually result in a better plant.

"The old root is only needed to sustain the young plant until the new shoot has sent out roots of its own (the feeding roots), and if the root that is planted is **very large and whole, new roots seem to take longer to form, and sometimes do not form at all.** In such cases it seems that the shoot says: "What is the use of me sending out roots when I can get all the food I need without doing so?"

"If the root is not cut at planting time it will not decay, but will be known as a 'mother root.' If this root be used again it will make a very inferior plant.

"It has often been demonstrated in actual practice that the size of the root is no great factor in the ultimate success of the plant. A good, healthy, small root sometimes is better than a very large coarse root which may contain less substance for nourishing the plant than the smaller root.

"Many large roots are hollow in the center and sometimes may rot even before the shoot develops; they are also sometimes very woody and consequently devoid of sap."

From U. S. D. A. Farmer's Bulletin No. 1370, "Dahlias for the Home," by B. Y. Morrison.

"If the dahlia makes roots of excessive size many growers recommend cutting off part of the individual root, because there is no benefit to the young plant if the root is too large, and there is greater advantage in having roots of uniform smaller size."

From Special Bulletin No. 266 on Dahlia Culture, History and Classification, Michigan State College, by Prof. C. E. Wildon.

"Each division should have only one or two tuberous roots attached. Dahlia roots vary in form and size. When the fleshy roots are large and exceptionally thick,

experienced growers have found that if the lower half of the fleshy root is cut off, the plant will form a larger clump."

From "Dahlias" by F. F. Rockwell (The MacMillan Co., publishers, New York, price \$1.00).

"When a bulb or a corm is planted, it sends out roots directly from its own base, and top growth from its apex or upper surface. In the case of a dahlia tuber, however, the new growth, both top and root systems, is developed from a growing point or "eye," the tuber serving merely the purpose of supplying food until the new plant can gather it directly from the soil, through a root system of its own. Without this eye, the tuber is absolutely worthless. One good strong eye, with enough of the tuber accompanying it to give the new growth a fair start, is all that is necessary for the development of a perfect plant. The most enormous tuber has no possible advantage over one just sufficiently large to give the necessary push to get the top well started" (Page 26).

"Large tubers are no better than moderate-sized, or even small ones, provided the latter are round and plump. Very large tubers, in fact, are a distinct detriment, as the new plant is likely to rely upon them for nourishment, instead of making roots and new tubers of its own. Always cut away one- to two-thirds of such extra, large tubers when planting, dusting the cut surface with sulphur. It is best not to do this, however, until just before planting. (Page 58)."

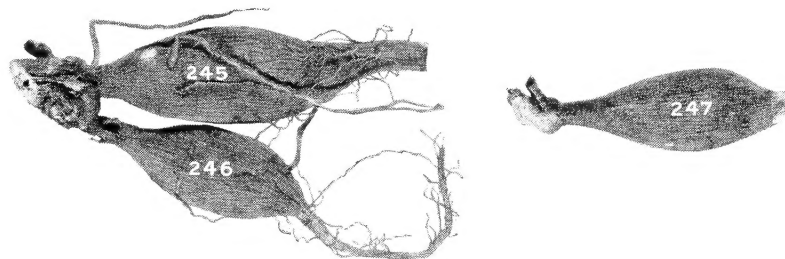
This year there has been an excess of rainfall throughout the season but at this writing (August 25th) fields are beginning to show the effect of drouth. If this condition continues and we fail to have the normal rainfall during

September dahlias are very sure to be a short crop again this year, and roots are likely to be under normal size although they should be fully matured and loss from rot much less than last year. Plants grown on sand will mature practically all of their roots, even those of later growth. Good eyes rather than large size, with fully matured growth should be the main points to consider in selecting your tubers any year.

The above facts should not be overlooked by those who are thinking of buying their dahlias in clump form this fall, as immature clumps are almost certain to be lost in storage before spring.

Remember we do not sell or offer for sale undivided clumps of dahlia roots at any season of the year; and all divisions sold by us are carefully cut to one eye as required for planting.

WHICH?



In the above cut we show at the left hand side the division as separated from clump. You will note that the eye is attached to figure 245; figure 246 has no eye and neck is cracked just below the crown. This part of the division is absolutely worthless and could only serve to make the division seem larger. Figure 247 shows the division trimmed ready for shipment. Note that all unnecessary parts of the division, including the fibrous roots and long tails are trimmed off leaving a clean, strong, plump, healthy tuber with a sound neck and good eye ready for planting. The cut is about one-third natural size, the finished tuber, figure 247, having been about $4\frac{1}{4}$ inches long and weighing $1\frac{1}{2}$ ounces or just about half what the original division weighed. Why pay postage on unnecessary roots and why send out stock that is unfinished in appearance any more than you would send out a peach or apple tree with the trunk untrimmed or unstripped of side shoots?

BOXED DAHLIA COLLECTIONS

for Counter Trade

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POPULAR GARDEN LINE



This line is intended to enable the florist and retail seed and nursery dealer to compete with the dime stores. The complete line comprises nine different collections — six distinct varieties in each collection — and retails at 50¢ per box of six dahlias. Beautiful four color labels make it an attractive piece of merchandise which sells readily as soon as displayed. All dahlias included in the line are standard garden varieties and each collection presents a full range of colors which is sure to please the customer.

Each collection is packed in full cases of twelve boxes and sells to you at, **\$3.60**
per case

SEE SPECIAL INTRODUCTORY OFFER ON NEXT PAGE

EXHIBITION LINE



In this line we present two collections each made up of six fine exhibition dahlias intended to retail at 75¢ to \$1.00 per box. No finer varieties can be had at any price and customers who want the very best will find it in this line.

Each collection packed in full cases of twelve boxes priced to you at, **\$4.80**
per case

Suggested retail prices on above collections are not arbitrary. Some of our largest dealers are charging up to 69¢ for the Popular Garden Line and \$1.19 for the Exhibition Line.

Special Introductory Offer

Each of the nine collections in our line of Boxed Dahlias this year is packed in cases of 12 boxes each, and obviously no orders can be accepted for broken units.

However, we want every one of our dealers to be able to offer our entire line, and realizing that many of you might not want to stock up with a full case of each collection on the start, we have put up as a SPECIAL INTRODUCTORY OFFER, the following assortment:—

4 boxes of each of the nine different collections—36 boxes in all

Beautiful colored display easel

Colored window posters

Mat for newspaper ad.

These sales helps are supplied only with initial order, and will give prominence to the stock that will surely move this small order and create a demand for many more boxes.

This Entire Outfit **\$10⁸⁰** Shipping Weight
will be supplied approximately
for only **36 lbs.**

All Orders Subject to 3% Discount for Cash with Order

Think of it, 36 boxes presenting 4 boxes of each of nine different collections — 216 roots in fifty-four different varieties, for only \$10.80.

You will find this the fastest selling line of merchandise you ever offered. Try it and see. Remember, there is, so far as we know, nothing like it on the market. You know this means that a lot of dealers are going to snatch up our offer, and there may not be stock enough to go around, so **GET YOUR ORDER IN TODAY.**

Don't forget, we have been growing dahlias for the mail order trade for many years, and supply nearly all the seed and nursery houses of national repute in the great mid-west. This line is intended to meet **DIME STORE COMPETITION** and keep the dahlia trade in the hands of the legitimate seed and nursery dealer or reputable department or other retail stores where it rightfully belongs. The stock is not cheap low grade stock that won't grow or prove true, but is guaranteed by us, under our own label, as

Sure to Grow - Free from Disease - True to Name

You can't go wrong when you take on this line.

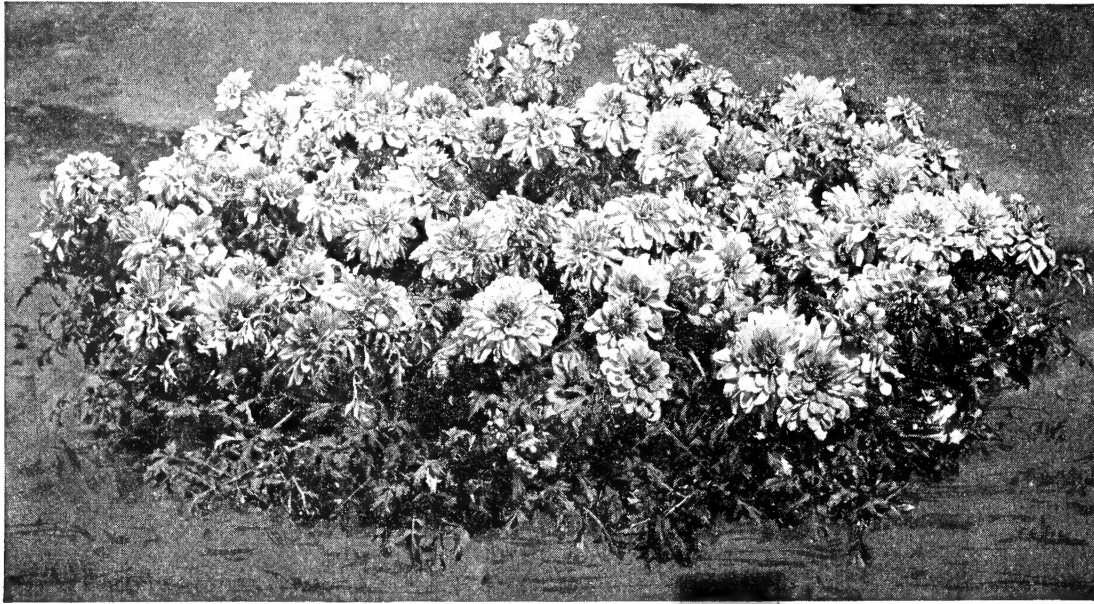
WAYLAND DAHLIA GARDENS

LARGEST EXCLUSIVELY WHOLESALE DAHLIA GROWERS IN THE WORLD

WAYLAND

MICHIGAN

FRED SPRINGER — The Great Killy-Lieu or Bedding Dahlia



Entirely different from other dahlias in type of foliage and manner of growth. Leaves are finely cut and the variety is sometimes called the tomato-leaved dahlia. Makes a compact little bush literally covered with brilliant red flowers held down in the foliage making it one of the most beautiful of all bedding plants — just as striking as a bed of President cannas and in bloom from mid August until frost. Three foot circular bed takes seven roots, six foot bed nineteen roots, planting one and one-half feet apart. Price this year only 8c.

WAYLAND DAHLIA GARDENS

Wayland

Michigan

Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list, and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected, or unavoidable shortage of any variety occurs.

We will not substitute unless specifically instructed to do so. If sold out of any particular variety when order is received, we will so advise at once.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection

issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

GUARANTEE — While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on

proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS — Unknown persons should send either cash in full with order or 25% with order, balance C. O. D. Parties whose credit is approved may order roots any time shipped after December 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

REFERENCE — As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan